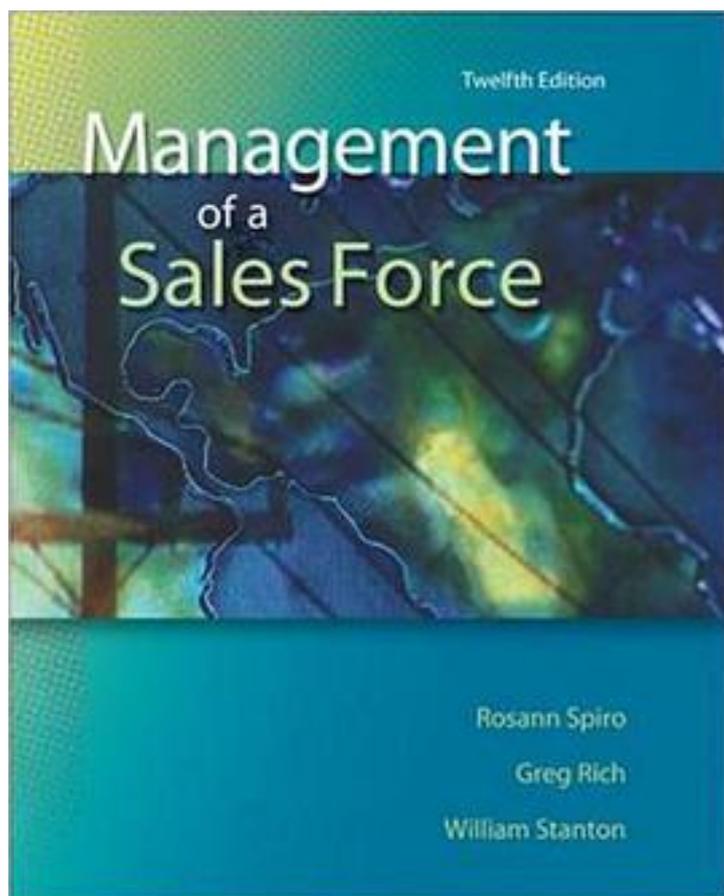


Management of a Sales Force



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出版者: McGraw-Hill College

出版时间: 2007-1

装帧: HRD

isbn: 9780073529776

"Management of a Sales Force" is the best selling text in the sales management market, with a reputation for blending leading-edge research and student-friendly writing better than any other book. The 12th edition has been thoroughly revised to reflect all the changes that affect the sales manager's role, from the increasing globalization of

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